

**South Park Stakeholders Group – DISI Committee Meeting  
Thursday, August 8, 2013, 8:30 AM  
1333 S. Hope St, Los Angeles, CA 90015**

**Committee Members:** Jessica Lall, Corwyn Anthony, Terri Toennies, Todd Howk, Robin Bieker, Jonathan Parfrey, Chris Adams, Linh Ho, Martha Saucedo, Shelby Jordan, Nate Nusbaum

**Staff:** Amanda Irvine

**MINUTES:**

**Interim Committee Chair, Jessica Lall, called the meeting to order at 8:35 AM. There were no public announcements or comments.**

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
<b>Public Comment</b>	No public comment.	<b>No action taken</b>
<b>Brainstorm marketing items for conventions</b>	SPCBD has been missing out by not working with conventions as they come in to LACC. See the example map and existing list we have created as an example of physical handouts that could be given at conventions. Focus on restaurants and entertainment venues, but also need services and businesses. Idea is to have things to pass out at conventions, include in brochures. Convention Center might not be handling all of the same events that the LATCB is. May be a company that does these kinds of maps and organized info, and ads to pay for it. Consider international people who come in as well. <b>Martha</b> suggests we connect with Brad Gessner, who is working on the AEG transition to taking over LACC management. <b>Terri</b> will put us in touch with the neighborhood map makers.	<b>No action taken</b>
<b>Review website content &amp; layout</b>	General positive comments about the new look and direction of site. Amanda gave summary of what has been updated to date, and the over layout of the website. Ideas for improvement include: <ul style="list-style-type: none"> <li>• Event box that ppl can submit events through</li> <li>• More pictures / icons to direct ppl visually...less text</li> <li>• More links to resources – convention center, LA Live, CHMC</li> <li>• Post more photos of clean/safe team in a “get to know” section</li> <li>• Plug in with calendar</li> <li>• Open Table Plug in</li> <li>• Move cuisine section up above restaurant name</li> <li>• Clean up restaurant names</li> <li>• Create a directory of businesses, services in SP</li> <li>• Message the front with taglines/photos that really capture what is unique about South Park</li> <li>• While key venues/resources may not be in South Park, they are within sight <ul style="list-style-type: none"> <li>○ Home to World Champion Lakers</li> <li>○ E3, Auto Show (recurring conventions)</li> </ul> </li> </ul>	<b>No action taken</b>

	<ul style="list-style-type: none"> <li>○ Most exciting residential projects</li> <li>○ “The Place to be”</li> <li>○ Metro Charter School</li> <li>○ Hotels</li> <li>○ Religious Venues</li> <li>○ Desmond</li> <li>○ History/authenticity of South Park</li> </ul> <ul style="list-style-type: none"> <li>• Photo Gallery</li> <li>• Link to hotels</li> <li>• “Like” Facebook button on top page</li> <li>• Have people subscribe to newsletter immediately on home page</li> <li>• Link to buy tickets to entertainment events</li> </ul> <p>Thoughts on resources to help with restaurants</p> <ul style="list-style-type: none"> <li>• Chris A has resources who can help with development</li> <li>• Todd has idea for co-op program with stakeholders</li> </ul>	
<b>Review district light fixtures/design</b>	<i>Tabled</i>	<b>No action taken</b>
<b>ULI Update</b>	DISI voted to approve the ULI TAP study for South Park at the last meeting. The Board tabled it to see what other organizations/companies can do for a similar or lesser price. We should have next steps in place by the next meeting.	<b>No action taken</b>
<b>Farmers Market Update</b>	Had decided to start a farmers market in the fall as opposed to summer, but have not had a large amount of vendors sign up yet, according to Raw Inspiration marker operator. We are waiting to hear back from Raw Inspiration on next steps. Market organizers are a small niche market, so we want to stick with the company unless they continue to be non-responsive. We’ve spoken to property owners and residents, who are very interested. At the next meeting, we will either have a plan with this group or we will have a new group in mind. <b>Jonathan</b> has some FM contacts and will follow-up.	<b>No action taken</b>
<b>Kiosk Update</b>	Kiosk is now going to be ordered from a local company. (See last meetings minutes for more details). Goal is to set it up at conventions, farmers markets, etc. Once it is ordered and on the way, we can discuss usage in more detail. It should be here within 5 weeks. Possibility of integrating the mobile app within it – free app is called “Guide”. Giveaways and checking it at the kiosk, a name for it- all to be considered and discussed at next meeting.	<b>No action taken</b>
<b>Other Business</b>	<p>Board Election process has begun. Please see the website for more details. October 17 is election meeting.</p> <p>ICON was shut down 2 weeks ago, and is under investigation from ABC, LAFD, LAPD, B&amp;S, etc. They have license to operate as a restaurant, but are operation as a nightclub. First zoning hearing was yesterday, and there is a 30 day window for stakeholders to comment on the issue by writing a letter- get the info on contacting from Jessica. We will have a presentation from the property owner and the city at the Board meeting on August 17.</p>	<b>No action taken</b>
<b>Next Meeting</b>	Thursday, September 12 at 8:30 AM	

**Jessica adjourns meeting at 9:47 AM.**

**NEXT STEPS:**

- **Jessica will:**
  - Reach out to LATCB, Convention Center, AEG, and map-makers re: promotional materials and connect-ability for the district.
  - Continue to work on getting the farmers market here.
  - Move forward with the kiosk
  - Keep DISI informed on the Board's decision on ULI (or other entity) study proposal.
- **Amanda will:**
  - Continue to update and expand the web presence through website and social media based on suggestions from committee
- **Martha will:**
  - Connect staff with Brad Gessner at AEG
- **Terri will:**
  - Connect staff with the neighborhood map-makers
- **Jonathan will:**
  - Connect staff with farmers market contacts

**Minutes taken by Amanda Irvine, staff.**